

EXAMINER SEARCH NOTES

LEADS NPL/WORD SEARCH 9-30-2004

Document ID	Issue Date/Issue	Title	Current OR	Current Ref	Retrieval	Inventor	S	C	E	R	3	4
US 20030171989	20030911	Interactive on line marketing system and method	705/14			Shorter, Anthony						
US 2003030213	20030320	Method and system to incorporate game play into delivery of targeted content	463/42	463/16		Walker, Jay S. et al.						
US 20030033199	20030223	Business method for e-commerce through custom method and system for delivery of targeted content	705/14	725/32		Coleman, Thomas E.						
US 20020147638	20021010	Method and system for e-commerce through custom method and system for delivery of targeted content	705/14			Banerjee, Dulp N. et al.						
US 20020026351	20020226	DELIVERY OF TARGETED COMMUNICATIONS	705/14			Coleman, Thomas E.						
US 20010042002	20011115	METHOD AND SYSTEM FOR COMMUNICATING TARGETED IN-CONTENT-ON DEMAND ADVERTISEMENT SYSTEM	705/10	705/14, 705/27		KOOPERSMITH, JEFF						
US 20010041053	20011115	CONTENT-ON DEMAND ADVERTISEMENT SYSTEM	386/83	386/92		ABECASSIS, MAX						
US 20010034651	20011225	Method and system for delivering targeted content	705/14			Walker, Michael B. et al.						
US 6714723	20040330	Video-on-demand purchasing and servicing advertisement subsidized video-on-demand system	386/83	386/46		Abecassis, Max						
US 6553178	20030422	Video-on-demand system	386/83	386/46, 725/101		Abecassis, Max						
US 6450407	20020917	Chip card rebate system	235/492	235/376, 235/487		Freeman, Gary A. et al.						

1. (1) (21) (pay or credit or compensate or compensation or payment crediting or credited or paying or...)

2. (12) (9) 1 and (e-mail or electronic-mail or (e ad2 mail) or (electronic ad2 mail) or email) a.

3. (13) (8) 2 and (printer or prints or print or printing or printed)

4. (14) (8) 3 and (limit or limiting or limitation or control or controlling or controlled or restricti...

5. (0) 3 and limit or limiting or limitation or control or controlling or controlled or restrict or...

6. (50) (pay or credit or compensate or compensation or payment crediting or credited or paying or...

7. (33) (pay or credit or compensate or compensation or payment crediting or credited or paying or...

8. (21) (pay or credit or compensate or compensation or payment crediting or credited or paying or...

9. Favorites

10. Tagged (0)

11. UDC

12. Queue

13. Trash

1. (1) (21) (pay or credit or compensate or compensation or payment crediting or credited or paying or...)

2. (12) (9) 1 and (e-mail or electronic-mail or (e ad2 mail) or (electronic ad2 mail) or email) a.

3. (13) (8) 2 and (printer or prints or print or printing or printed)

4. (14) (8) 3 and (limit or limiting or limitation or control or controlling or controlled or restricti...

5. (0) 3 and limit or limiting or limitation or control or controlling or controlled or restrict or...

6. (50) (pay or credit or compensate or compensation or payment crediting or credited or paying or...

7. (33) (pay or credit or compensate or compensation or payment crediting or credited or paying or...

8. (21) (pay or credit or compensate or compensation or payment crediting or credited or paying or...

9. Favorites

10. Tagged (0)

11. UDC

12. Queue

13. Trash

(pay or credit or compensate or compensation or payment crediting or credited or paying or paid or pay) adj2 (viewer or buyer or customer or client or consumer or purchaser) adj2 (view or read or see or listen or viewing reading or seeing or listening or download or downloading or downloaded) adj2 (content or advertisement or advertising or commercials or promotion or promotional)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000
	Document ID	Issue Date	Pages	Title	Current OR	Current	Xref	Referral	Inventor	S	C	P	S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

1 and ((e-mail or electronic-mail or (e adj2 mail) or (electronic adj2 mail) or email) and (certificate or certification or verified or verify or verified or verify or verification or verification or confirm or confirmation or confirmed) and (identification or identifier or identifier or identified or identification or identifying or id))

	U	I	Document ID	Issue Date	Pages	Title	Current OR	Current Xref	Retrieval	Inventor	S	C	P	3	4
1	C	F	US 20030171989	20030911	10	Interactive on line marketing system and meth	705/14			Shorter, Anthony	R	F	F	F	F
2	C	F	US 20030054988	20030320	35	Method and system to incorporate game play int	463/42	463/16		Walker, Jay S. et al.	R	F	F	F	F
3	C	F	US 20030033199	20030213	26	Method and system for delivery of targeted comm	705/14	725/32		Coleman, Thomas E.	R	F	F	F	F
4	C	F	US 20020026351	20020228	26	METHOD AND SYSTEM FOR DELIVERY OF TARGETED COMM	705/14			COLEMAN, THOMAS E.	R	F	F	F	F
5	C	F	US 20010042002	20011115	44	METHOD AND SYSTEM FOR COMMUNICATING TARGETED IN	705/10	705/14; 705/27		KOOPERSMITH, JEFF	R	F	F	F	F
6	C	F	US 20010034651	20011025	8	Earning and using benefits for responses to intelligent agents for	705/14			Marks, Michael B. et al.	R	F	F	F	F
7	C	F	US 6119101 A	20000912	74	Electronic commerce	705/26	705/10; 705/14; 705/10;		Pekcover, Douglas L.	R	F	F	F	F
8	C	F	US 5855008 A	19961229	27	Attention brokerage	705/14	709/202; 705/10;		Nathaniel et al.	R	F	F	F	F
9	C	F	US 5794210 A	19980811	33	Attention brokerage	705/14	705/10; 705/11;		Nathaniel et al.	R	F	F	F	F

Drafts

Pending

Active

L1: (21) (pay or credit or compensate or compensation or payment crediting or credited or payin-

L2: (9) 1 and ((e-mail or electronic-mail or (e adj2 mail) or (electronic adj2 mail) or email) a.

L3: (8) 2 and (printer or prints or print or printing or printed)

L4: (8) 3 and (limit or limiting or limitation or control or controlling or controlled or restricti-

Failed

(0) 3 and limit or limiting or limitation or control or controlling or controlled or restrict or-

Saved

(50) (pay or credit or compensate or compensation or payment crediting or credited or paying or..

(33) (pay or credit or compensate or compensation or payment crediting or credited or paying or..

(21) ((pay or credit or compensate or compensation or payment crediting or credited or paying or..

Favorites

Tagged (0)

UDC

Queue

Trash

Document ID Issue Date Pages

Title

Current or Current Xref Believed

Inventory

S C B

☐ L1 ☐ L2 ☐ L3 ☐ L4
☐ L5 ☐ L6 ☐ L7 ☐ L8 ☐ L9
☐ L10 ☐ L11 ☐ L12 ☐ L13 ☐ L14
☐ L15 ☐ L16 ☐ L17 ☐ L18 ☐ L19
☐ L20 ☐ L21 ☐ L22 ☐ L23 ☐ L24
☐ L25 ☐ L26 ☐ L27 ☐ L28 ☐ L29
☐ L30 ☐ L31 ☐ L32 ☐ L33 ☐ L34
☐ L35 ☐ L36 ☐ L37 ☐ L38 ☐ L39
☐ L40 ☐ L41 ☐ L42 ☐ L43 ☐ L44
☐ L45 ☐ L46 ☐ L47 ☐ L48 ☐ L49
☐ L50 ☐ L51 ☐ L52 ☐ L53 ☐ L54
☐ L55 ☐ L56 ☐ L57 ☐ L58 ☐ L59
☐ L60 ☐ L61 ☐ L62 ☐ L63 ☐ L64
☐ L65 ☐ L66 ☐ L67 ☐ L68 ☐ L69
☐ L70 ☐ L71 ☐ L72 ☐ L73 ☐ L74
☐ L75 ☐ L76 ☐ L77 ☐ L78 ☐ L79
☐ L80 ☐ L81 ☐ L82 ☐ L83 ☐ L84
☐ L85 ☐ L86 ☐ L87 ☐ L88 ☐ L89
☐ L90 ☐ L91 ☐ L92 ☐ L93 ☐ L94
☐ L95 ☐ L96 ☐ L97 ☐ L98 ☐ L99
☐ L100 ☐ L101 ☐ L102 ☐ L103 ☐ L104
☐ L105 ☐ L106 ☐ L107 ☐ L108 ☐ L109
☐ L110 ☐ L111 ☐ L112 ☐ L113 ☐ L114
☐ L115 ☐ L116 ☐ L117 ☐ L118 ☐ L119
☐ L120 ☐ L121 ☐ L122 ☐ L123 ☐ L124
☐ L125 ☐ L126 ☐ L127 ☐ L128 ☐ L129
☐ L130 ☐ L131 ☐ L132 ☐ L133 ☐ L134
☐ L135 ☐ L136 ☐ L137 ☐ L138 ☐ L139
☐ L140 ☐ L141 ☐ L142 ☐ L143 ☐ L144
☐ L145 ☐ L146 ☐ L147 ☐ L148 ☐ L149
☐ L150 ☐ L151 ☐ L152 ☐ L153 ☐ L154
☐ L155 ☐ L156 ☐ L157 ☐ L158 ☐ L159
☐ L160 ☐ L161 ☐ L162 ☐ L163 ☐ L164
☐ L165 ☐ L166 ☐ L167 ☐ L168 ☐ L169
☐ L170 ☐ L171 ☐ L172 ☐ L173 ☐ L174
☐ L175 ☐ L176 ☐ L177 ☐ L178 ☐ L179
☐ L180 ☐ L181 ☐ L182 ☐ L183 ☐ L184
☐ L185 ☐ L186 ☐ L187 ☐ L188 ☐ L189
☐ L190 ☐ L191 ☐ L192 ☐ L193 ☐ L194
☐ L195 ☐ L196 ☐ L197 ☐ L198 ☐ L199
☐ L200 ☐ L201 ☐ L202 ☐ L203 ☐ L204
☐ L205 ☐ L206 ☐ L207 ☐ L208 ☐ L209
☐ L210 ☐ L211 ☐ L212 ☐ L213 ☐ L214
☐ L215 ☐ L216 ☐ L217 ☐ L218 ☐ L219
☐ L220 ☐ L221 ☐ L222 ☐ L223 ☐ L224
☐ L225 ☐ L226 ☐ L227 ☐ L228 ☐ L229
☐ L230 ☐ L231 ☐ L232 ☐ L233 ☐ L234
☐ L235 ☐ L236 ☐ L237 ☐ L238 ☐ L239
☐ L240 ☐ L241 ☐ L242 ☐ L243 ☐ L244
☐ L245 ☐ L246 ☐ L247 ☐ L248 ☐ L249
☐ L250 ☐ L251 ☐ L252 ☐ L253 ☐ L254
☐ L255 ☐ L256 ☐ L257 ☐ L258 ☐ L259
☐ L260 ☐ L261 ☐ L262 ☐ L263 ☐ L264
☐ L265 ☐ L266 ☐ L267 ☐ L268 ☐ L269
☐ L270 ☐ L271 ☐ L272 ☐ L273 ☐ L274
☐ L275 ☐ L276 ☐ L277 ☐ L278 ☐ L279
☐ L280 ☐ L281 ☐ L282 ☐ L283 ☐ L284
☐ L285 ☐ L286 ☐ L287 ☐ L288 ☐ L289
☐ L290 ☐ L291 ☐ L292 ☐ L293 ☐ L294
☐ L295 ☐ L296 ☐ L297 ☐ L298 ☐ L299
☐ L300 ☐ L301 ☐ L302 ☐ L303 ☐ L304
☐ L305 ☐ L306 ☐ L307 ☐ L308 ☐ L309
☐ L310 ☐ L311 ☐ L312 ☐ L313 ☐ L314
☐ L315 ☐ L316 ☐ L317 ☐ L318 ☐ L319
☐ L320 ☐ L321 ☐ L322 ☐ L323 ☐ L324
☐ L325 ☐ L326 ☐ L327 ☐ L328 ☐ L329
☐ L330 ☐ L331 ☐ L332 ☐ L333 ☐ L334
☐ L335 ☐ L336 ☐ L337 ☐ L338 ☐ L339
☐ L340 ☐ L341 ☐ L342 ☐ L343 ☐ L344
☐ L345 ☐ L346 ☐ L347 ☐ L348 ☐ L349
☐ L350 ☐ L351 ☐ L352 ☐ L353 ☐ L354
☐ L355 ☐ L356 ☐ L357 ☐ L358 ☐ L359
☐ L360 ☐ L361 ☐ L362 ☐ L363 ☐ L364
☐ L365 ☐ L366 ☐ L367 ☐ L368 ☐ L369
☐ L370 ☐ L371 ☐ L372 ☐ L373 ☐ L374
☐ L375 ☐ L376 ☐ L377 ☐ L378 ☐ L379
☐ L380 ☐ L381 ☐ L382 ☐ L383 ☐ L384
☐ L385 ☐ L386 ☐ L387 ☐ L388 ☐ L389
☐ L390 ☐ L391 ☐ L392 ☐ L393 ☐ L394
☐ L395 ☐ L396 ☐ L397 ☐ L398 ☐ L399
☐ L400 ☐ L401 ☐ L402 ☐ L403 ☐ L404
☐ L405 ☐ L406 ☐ L407 ☐ L408 ☐ L409
☐ L410 ☐ L411 ☐ L412 ☐ L413 ☐ L414
☐ L415 ☐ L416 ☐ L417 ☐ L418 ☐ L419
☐ L420 ☐ L421 ☐ L422 ☐ L423 ☐ L424
☐ L425 ☐ L426 ☐ L427 ☐ L428 ☐ L429
☐ L430 ☐ L431 ☐ L432 ☐ L433 ☐ L434
☐ L435 ☐ L436 ☐ L437 ☐ L438 ☐ L439
☐ L440 ☐ L441 ☐ L442 ☐ L443 ☐ L444
☐ L445 ☐ L446 ☐ L447 ☐ L448 ☐ L449
☐ L450 ☐ L451 ☐ L452 ☐ L453 ☐ L454
☐ L455 ☐ L456 ☐ L457 ☐ L458 ☐ L459
☐ L460 ☐ L461 ☐ L462 ☐ L463 ☐ L464
☐ L465 ☐ L466 ☐ L467 ☐ L468 ☐ L469
☐ L470 ☐ L471 ☐ L472 ☐ L473 ☐ L474
☐ L475 ☐ L476 ☐ L477 ☐ L478 ☐ L479
☐ L480 ☐ L481 ☐ L482 ☐ L483 ☐ L484
☐ L485 ☐ L486 ☐ L487 ☐ L488 ☐ L489
☐ L490 ☐ L491 ☐ L492 ☐ L493 ☐ L494
☐ L495 ☐ L496 ☐ L497 ☐ L498 ☐ L499
☐ L500 ☐ L501 ☐ L502 ☐ L503 ☐ L504
☐ L505 ☐ L506 ☐ L507 ☐ L508 ☐ L509
☐ L510 ☐ L511 ☐ L512 ☐ L513 ☐ L514
☐ L515 ☐ L516 ☐ L517 ☐ L518 ☐ L519
☐ L520 ☐ L521 ☐ L522 ☐ L523 ☐ L524
☐ L525 ☐ L526 ☐ L527 ☐ L528 ☐ L529
☐ L530 ☐ L531 ☐ L532 ☐ L533 ☐ L534
☐ L535 ☐ L536 ☐ L537 ☐ L538 ☐ L539
☐ L540 ☐ L541 ☐ L542 ☐ L543 ☐ L544
☐ L545 ☐ L546 ☐ L547 ☐ L548 ☐ L549
☐ L550 ☐ L551 ☐ L552 ☐ L553 ☐ L554
☐ L555 ☐ L556 ☐ L557 ☐ L558 ☐ L559
☐ L560 ☐ L561 ☐ L562 ☐ L563 ☐ L564
☐ L565 ☐ L566 ☐ L567 ☐ L568 ☐ L569
☐ L570 ☐ L571 ☐ L572 ☐ L573 ☐ L574
☐ L575 ☐ L576 ☐ L577 ☐ L578 ☐ L579
☐ L580 ☐ L581 ☐ L582 ☐ L583 ☐ L584
☐ L585 ☐ L586 ☐ L587 ☐ L588 ☐ L589
☐ L590 ☐ L591 ☐ L592 ☐ L593 ☐ L594
☐ L595 ☐ L596 ☐ L597 ☐ L598 ☐ L599
☐ L600 ☐ L601 ☐ L602 ☐ L603 ☐ L604
☐ L605 ☐ L606 ☐ L607 ☐ L608 ☐ L609
☐ L610 ☐ L611 ☐ L612 ☐ L613 ☐ L614
☐ L615 ☐ L616 ☐ L617 ☐ L618 ☐ L619
☐ L620 ☐ L621 ☐ L622 ☐ L623 ☐ L624
☐ L625 ☐ L626 ☐ L627 ☐ L628 ☐ L629
☐ L630 ☐ L631 ☐ L632 ☐ L633 ☐ L634
☐ L635 ☐ L636 ☐ L637 ☐ L638 ☐ L639
☐ L640 ☐ L641 ☐ L642 ☐ L643 ☐ L644
☐ L645 ☐ L646 ☐ L647 ☐ L648 ☐ L649
☐ L650 ☐ L651 ☐ L652 ☐ L653 ☐ L654
☐ L655 ☐ L656 ☐ L657 ☐ L658 ☐ L659
☐ L660 ☐ L661 ☐ L662 ☐ L663 ☐ L664
☐ L665 ☐ L666 ☐ L667 ☐ L668 ☐ L669
☐ L670 ☐ L671 ☐ L672 ☐ L673 ☐ L674
☐ L675 ☐ L676 ☐ L677 ☐ L678 ☐ L679
☐ L680 ☐ L681 ☐ L682 ☐ L683 ☐ L684
☐ L685 ☐ L686 ☐ L687 ☐ L688 ☐ L689
☐ L690 ☐ L691 ☐ L692 ☐ L693 ☐ L694
☐ L695 ☐ L696 ☐ L697 ☐ L698 ☐ L699
☐ L700 ☐ L701 ☐ L702 ☐ L703 ☐ L704
☐ L705 ☐ L706 ☐ L707 ☐ L708 ☐ L709
☐ L710 ☐ L711 ☐ L712 ☐ L713 ☐ L714
☐ L715 ☐ L716 ☐ L717 ☐ L718 ☐ L719
☐ L720 ☐ L721 ☐ L722 ☐ L723 ☐ L724
☐ L725 ☐ L726 ☐ L727 ☐ L728 ☐ L729
☐ L730 ☐ L731 ☐ L732 ☐ L733 ☐ L734
☐ L735 ☐ L736 ☐ L737 ☐ L738 ☐ L739
☐ L740 ☐ L741 ☐ L742 ☐ L743 ☐ L744
☐ L745 ☐ L746 ☐ L747 ☐ L748 ☐ L749
☐ L750 ☐ L751 ☐ L752 ☐ L753 ☐ L754
☐ L755 ☐ L756 ☐ L757 ☐ L758 ☐ L759
☐ L760 ☐ L761 ☐ L762 ☐ L763 ☐ L764
☐ L765 ☐ L766 ☐ L767 ☐ L768 ☐ L769
☐ L770 ☐ L771 ☐ L772 ☐ L773 ☐ L774
☐ L775 ☐ L776 ☐ L777 ☐ L778 ☐ L779
☐ L780 ☐ L781 ☐ L782 ☐ L783 ☐ L784
☐ L785 ☐ L786 ☐ L787 ☐ L788 ☐ L789
☐ L790 ☐ L791 ☐ L792 ☐ L793 ☐ L794
☐ L795 ☐ L796 ☐ L797 ☐ L798 ☐ L799
☐ L800 ☐ L801 ☐ L802 ☐ L803 ☐ L804
☐ L805 ☐ L806 ☐ L807 ☐ L808 ☐ L809
☐ L810 ☐ L811 ☐ L812 ☐ L813 ☐ L814
☐ L815 ☐ L816 ☐ L817 ☐ L818 ☐ L819
☐ L820 ☐ L821 ☐ L822 ☐ L823 ☐ L824
☐ L825 ☐ L826 ☐ L827 ☐ L828 ☐ L829
☐ L830 ☐ L831 ☐ L832 ☐ L833 ☐ L834
☐ L835 ☐ L836 ☐ L837 ☐ L838 ☐ L839
☐ L840 ☐ L841 ☐ L842 ☐ L843 ☐ L844
☐ L845 ☐ L846 ☐ L847 ☐ L848 ☐ L849
☐ L850 ☐ L851 ☐ L852 ☐ L853 ☐ L854
☐ L855 ☐ L856 ☐ L857 ☐ L858 ☐ L859
☐ L860 ☐ L861 ☐ L862 ☐ L863 ☐ L864
☐ L865 ☐ L866 ☐ L867 ☐ L868 ☐ L869
☐ L870 ☐ L871 ☐ L872 ☐ L873 ☐ L874
☐ L875 ☐ L876 ☐ L877 ☐ L878 ☐ L879
☐ L880 ☐ L881 ☐ L882 ☐ L883 ☐ L884
☐ L885 ☐ L886 ☐ L887 ☐ L888 ☐ L889
☐ L890 ☐ L891 ☐ L892 ☐ L893 ☐ L894
☐ L895 ☐ L896 ☐ L897 ☐ L898 ☐ L899
☐ L900 ☐ L901 ☐ L902 ☐ L903 ☐ L904
☐ L905 ☐ L906 ☐ L907 ☐ L908 ☐ L909
☐ L910 ☐ L911 ☐ L912 ☐ L913 ☐ L914
☐ L915 ☐ L916 ☐ L917 ☐ L918 ☐ L919
☐ L920 ☐ L921 ☐ L922 ☐ L923 ☐ L924
☐ L925 ☐ L926 ☐ L927 ☐ L928 ☐ L929
☐ L930 ☐ L931 ☐ L932 ☐ L933 ☐ L934
☐ L935 ☐ L936 ☐ L937 ☐ L938 ☐ L939
☐ L940 ☐ L941 ☐ L942 ☐ L943 ☐ L944
☐ L945 ☐ L946 ☐ L947 ☐ L948 ☐ L949
☐ L950 ☐ L951 ☐ L952 ☐ L953 ☐ L954
☐ L955 ☐ L956 ☐ L957 ☐ L958 ☐ L959
☐ L960 ☐ L961 ☐ L962 ☐ L963 ☐ L964
☐ L965 ☐ L966 ☐ L967 ☐ L968 ☐ L969
☐ L970 ☐ L971 ☐ L972 ☐ L973 ☐ L974
☐ L975 ☐ L976 ☐ L977 ☐ L978 ☐ L979
☐ L980 ☐ L981 ☐ L982 ☐ L983 ☐ L984
☐ L985 ☐ L986 ☐ L987 ☐ L988 ☐ L989
☐ L990 ☐ L991 ☐ L992 ☐ L993 ☐ L994
☐ L995 ☐ L996 ☐ L997 ☐ L998 ☐ L999
☐ L1000 ☐ L1001 ☐ L1002 ☐ L1003 ☐ L1004
☐ L1005 ☐ L1006 ☐ L1007 ☐ L1008 ☐ L1009
☐ L1010 ☐ L1011 ☐ L1012 ☐ L1013 ☐ L1014
☐ L1015 ☐ L1016 ☐ L1017 ☐ L1018 ☐ L1019
☐ L1020 ☐ L1021 ☐ L1022 ☐ L1023 ☐ L1024
☐ L1025 ☐ L1026 ☐ L1027 ☐ L1028 ☐ L1029
☐ L1030 ☐ L1031 ☐ L1032 ☐ L1033 ☐ L1034
☐ L1035 ☐ L1036 ☐ L1037 ☐ L1038 ☐ L1039
☐ L1040 ☐ L1041 ☐ L1042 ☐ L1043 ☐ L1044
☐ L1045 ☐ L1046 ☐ L1047 ☐ L1048 ☐ L1049
☐ L1050 ☐ L1051 ☐ L1052 ☐ L1053 ☐ L1054
☐ L1055 ☐ L1056 ☐ L1057 ☐ L1058 ☐ L1059
☐ L1060 ☐ L1061 ☐ L1062 ☐ L1063 ☐ L1064
☐ L1065 ☐ L1066 ☐ L1067 ☐ L1068 ☐ L1069
☐ L1070 ☐ L1071 ☐ L1072 ☐ L1073 ☐ L1074
☐ L1075 ☐ L1076 ☐ L1077 ☐ L1078 ☐ L1079
☐ L1080 ☐ L1081 ☐ L1082



US 20010034651A1

(19) **United States**(12) **Patent Application Publication** (10) Pub. No.: **US 2001/0034651 A1**
Marks et al. (43) Pub. Date: **Oct. 25, 2001**(54) **EARNING AND USING BENEFITS FOR
RESPONSES TO INTERNET ADVERTISING
AT A MERCHANT LOCATION**

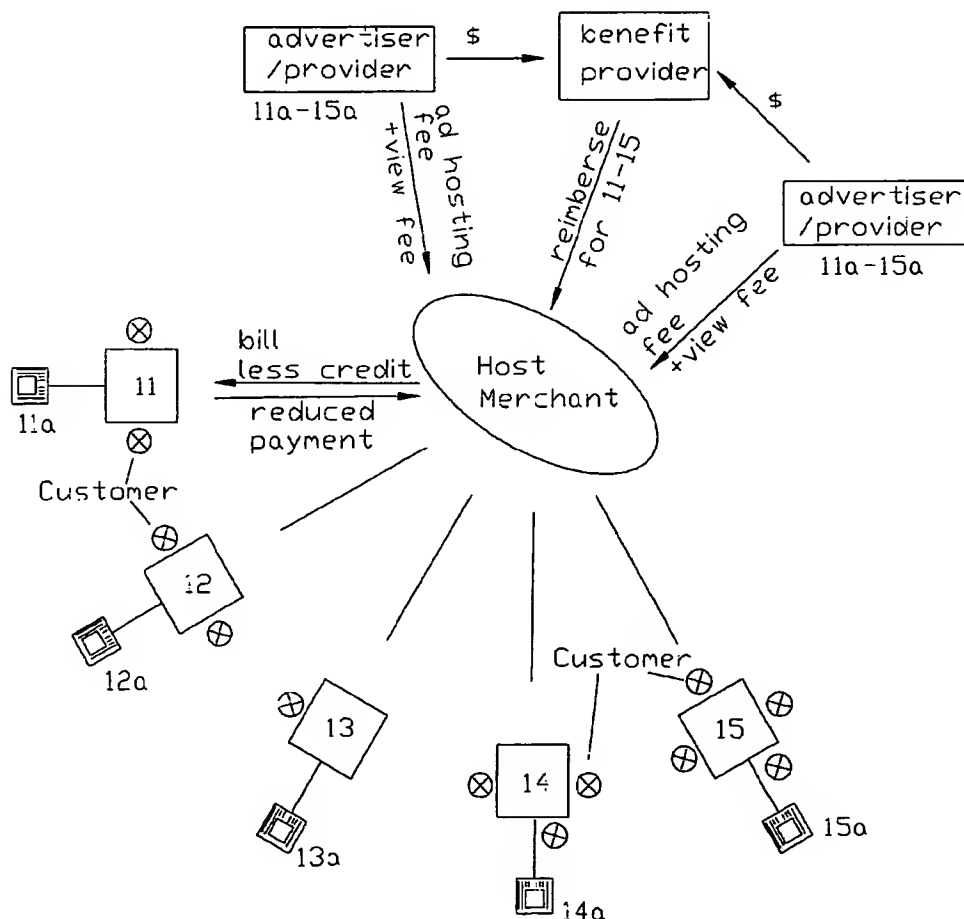
Publication Classification

(51) Int. Cl.⁷ G06F 17/60

(52) U.S. Cl. 705/14

(76) Inventors: **Michael B. Marks**, South Orleans, MA
(US); **Joel Marks**, Sherman Oaks, CA
(US)(57) **ABSTRACT**Correspondence Address:
Brad I Golstein
Metro88
20755 Plummer Street
Chatsworth, CA 91311 (US)

An incentive benefit program compensates customers for viewing advertising and other activities while conducting business at a host merchant. The compensation is in the form of an immediate discount toward goods and/or services at the host merchant. The discount may be a reduction in the customer's bill, or additional product from the merchant. For example a customer may respond to ads on a display terminal of a gasoline pump while dispensing gas. The customer can then immediately receive additional gas or a reduced cost for the gas dispensed. A user releases no inherently valuable information, such as an email or home address or credit card number, to any entities to receive benefits. The user remains anonymous to the benefit provider and others. According to the invention a customer easily obtains benefits anonymously while the host merchant earns loyalty from such minimally identified customers.

(21) Appl. No.: **09/789,845**(22) Filed: **Feb. 22, 2001****Related U.S. Application Data**(63) Non-provisional of provisional application No.
60/185,196, filed on Feb. 25, 2000.

DOCUMENT-IDENTIFIER: US 20010034651 A1

TITLE: Earning and using benefits
for responses to internet
advertising at a merchant
location

----- KWIC -----

Abstract Paragraph - ABTX (1):

An incentive benefit program compensates customers for viewing advertising and other activities while conducting business at a host merchant. The compensation is in the form of an immediate discount toward goods and/or services at the host merchant. The discount may be a reduction in the customer's bill, or additional product from the merchant. For example a customer may respond to ads on a display terminal of a gasoline pump while dispensing gas. The customer can then immediately receive additional gas or a reduced cost for the gas dispensed. A user releases no inherently valuable information, such as an email or home address or credit card number, to any entities to receive benefits. The user remains anonymous to the benefit provider and others. According to the invention a customer easily obtains benefits anonymously while the host merchant earns loyalty from such minimally identified customers.

Summary of Invention Paragraph - BSTX (9):

[0007] Consumers in both physical and Internet based merchant locations generally place a premium on disclosing personal information. The Internet makes it possible to track consumer activities by means of cookies. Cookies therefore present a potential threat to privacy and impose a transaction cost. To minimize this cost it is therefore desirable to limit the lifespan of a cookie identifier. U.S. Pat. No. 6,134,592 by Montulli discloses one method of creating a cookie with a limited life span.

Summary of Invention Paragraph - BSTX (10):

[0008] Incentives such as frequent flier miles require the accumulation of benefit units to a given threshold before a benefit can be claimed. The units of value are stored in a consumer's account and may be accumulated in conjunction with various on-line and off-line activities. Rarely does a single activity produce enough benefit units to achieve a threshold. Thus a consumer must engage in multiple activities within connected incentive programs to achieve an award that can be claimed.

Summary of Invention Paragraph - BSTX (13):

[0011] If a benefit can be obtained from a program without a consumer being identified, or without the advertiser knowing information of likely monetary value about the consumer, the benefit will be more desirable and accorded higher value by the consumer. A benefit will be especially valuable if it is

both anonymous and immediate. At the same time, an advertisement is most valuable to an advertiser and most beneficial to an audience when it can be targeted specifically to an audience with known characteristics.

Summary of Invention Paragraph - BSTX (17):

[0014] A further advantage to immediate usability of a benefit is that less identification of a consumer is required. The activity is occurring at a physical location or in conjunction with a specific web site. While the consumer's whereabouts are known at that time, it is not necessary to know how to contact the consumer when he has gone somewhere else.

Summary of Invention Paragraph - BSTX (18):

[0015] If a consumer is a customer at a known physical location and is paying by cash, he can be entirely anonymous, both in payment and in receipt of a benefit. If he is at a web site to make a purchase, he will not be anonymous to the web site since a credit card number or similar is required to make the purchase. But he will not need to provide any identification or contact information to an advertiser or incentive program provider that displays at the web site.

Summary of Invention Paragraph - BSTX (20):

[0017] A business or web site that provides space or time for advertising is a "host location" or "host." A consumer or customer

is credited with a benefit if he acts upon an ad at the host location. In acting upon an ad the consumer performs an action to verify that he has seen (or heard), or had time to see (or hear), an ad. This is considered an ad "response" or "view." In the preferred embodiment the consumer must make a purchase from the host location to actually receive the benefit. The host whom the consumer is currently visiting pays the benefit by way of a discount, premium or upgrade to the consumer. The incentive program provider and/or the advertiser or advertisement provider then reimburses the host. Alternatively, the host may act as the incentive program provider and supply benefits without reimbursement.

Summary of Invention Paragraph - BSTX (21):

[0018] Under one embodiment of the present invention the benefits may be used immediately. In another embodiment, the benefits are accumulated, stored and controlled by the host on behalf of a consumer and may be used at a later time. In either embodiment, the consumer retains his anonymity with respect to the benefit provider except in the unique instance where the host acts as the benefit provider.

Detail Description Paragraph - DETX (3):

[0028] Ads participating in the incentive program may be supplied by an advertiser, an advertising agency, a media buying agency or an advertisement

consolidator, each of the foregoing comprising an example of an "advertisement provider" or "advertisement supplier". The advertisement provider may also act as the incentive program provider. Participating ads may include a digital identifier that may signify participation in the program to the host computer and may further signify a specified level of benefit. The identifier could be comprised of an icon appearing on the ad.

Detail Description Paragraph - DETX (4):

[0029] If a consumer responds to an advertisement at a given terminal, the terminal may notify a computer at the host. Responding to an ad may mean clicking on a banner or page to see more detailed information from the advertiser. The host may know that an advertisement is participating in the benefit program by recognizing a digital identifier that is sent to the host when a consumer responds to an ad at the given terminal; alternatively the host may recognize that an ad is participating in the benefit program when it delivers the ad to the prospective consumer's terminal. Recognizing the digital identifier, the host may know the specified benefit (discount or premium) to be awarded to the given terminal. Further, the host may track the specific ads for which benefits are being paid such that the host may, 1) directly bill the incentive program provider or the advertisers whose ads have paid out benefits in conjunction with the program and 2) automatically receive payment for delivery of the benefit. The incentive

program of the present invention is response based and may work in parallel with other advertising programs that may be billed on different bases such as page views or pay for responses.

Detail Description Paragraph - DETX (6):

[0031] When an ad is delivered to a given terminal or when a consumer at a given terminal responds to an ad, a digital identifier for the specific ad is recorded at the host terminal. When benefits are delivered in conjunction with a given ad, a record correlating the delivery of the benefit to the ad may be made at one or more of the following locations: the host computer, the incentive provider computer or the advertisement provider computer. The record may then be used to effect billing of the incentive provider by the host for the benefit that has been provided. The incentive provider may subsequently charge the advertisement provider for the benefit that was paid. Concurrently the record may also effect billing of the advertisement provider by the host for delivery of the ad itself.

Detail Description Paragraph - DETX (8):

[0033] The incentive program provider does not need to accumulate or store credits for the host or consumer. The incentive program provider does not need to administrate the awarding of benefits. This simplifies administration of the program since no user identification number or tracking procedure is

required. On an immediate or periodic basis the host may request reimbursement from the incentive program provider. The incentive program provider may have previously given the host a credit card number to effect automatic payment to the host when a benefit is paid in conjunction with a response to an ad participating in the incentive program. Concurrently or periodically the incentive program provider may invoice the advertisement provider for benefits that have been delivered in conjunction with delivery or response to a qualifying ad.

Detail Description Paragraph - DETX (9):

[0034] The benefit provider need not know any information about recipients of the credits. As seen in FIG. 1 the credit and payment transaction for responding to ads is handled between only the host merchant and his customer. Therefore the customer need not reveal himself to any entities, beyond the merchant with whom he is doing business, to gain use of the benefit program of the present invention. Use of the program may be spontaneous with no recording or registration process needed of any kind. The customer is identified only as an anonymous person who happens to be at a known location at a point in time. Even if the payment to the merchant is by credit card there need not be any record of the benefit transaction other than possibly a non specific "credit" entry on the user's receipt.

Detail Description Paragraph - DETX (10):

[0035] In FIG. 1 advertisements 11a-15a may all be the same or may be different; advertisements 11a-15a may also comprise multiple advertisements for different goods and services appearing at the same time on the same page (or screen); advertisements 11a-15a may also be audio or video advertisements.

They need not be for or by the host merchant.

Multiple credits may be accumulated during one visit to a merchant, up to a possible limit. Methods of verifying and valuing ad viewing activities are described in U.S. patent application Ser. No. 09/774559, "Providing Benefits by the Internet to Minimally Identified Users" filed Feb. 1, 2001.

This patent application is incorporated herein in its entirety by this reference. These same methods may be used here, except that it is not required to associate with or identify any other existing benefit program. In this reference, an ad has a portion of its space dedicated to an icon symbolizing participation in the benefit program.

When the present invention is used with audio content the icon may comprise an audible tone or series of tones. For the present invention a merchant or advertiser may request that some or all ads provide a benefit regardless of how they are viewed; no icons may be displayed since all ads appearing at a given host's location may be part of the incentive program. A merchant may tell his customers that viewing an ad at his place of business will provide a discount if a purchase is made.

Detail Description Paragraph - DETX (15):

[0040] In a gas station a dispensing pump includes the terminal for displaying and viewing ads. In FIG. 1 there are pumps 11 to 15. FIG. 13 is most accurate for this application in that there normally can be only one user per pump station at a given time. The terminal from which a credit was earned may be identified using standard billing and crediting procedures typical of gas stations. If the customer has responded to participating ads at the pump terminal he may be paid by an increased amount of change, a reduction in the charge to a credit card or ATM card, an increased quantity of gas beyond the amount paid or other form of premium such as a travel mug. The increased change or gas amount would be especially for cash payments. An increased quantity of gas is in a category of premium rather than discount.

Detail Description Paragraph - DETX (16):

[0041] In a restaurant there are tables 11 to 15 in FIG. 1, each with one or more guests. Internet ads 11a-15a are displayed at a terminal at each table. The terminal is linked to a host computer that in turn is linked to a computer that tabulates the restaurant's guest checks (one physical computer may comprise multiple independent computers). These links may be direct or by way of the Internet. When a guest at a terminal responds to a given ad the response is recorded at the host computer (or at the incentive program

provider's computer) and correlated to the given ad. The benefit provided by the given ad or multiple ads may be a discount on the check amount or a free menu item. When the final check is tabulated for payment, the benefit may be calculated as part of the check to include the discount for any participating ads that received responses. Alternatively, a benefit, perhaps in the form of a free drink, may be delivered prior to the tabulation of the final check. The host computer may then invoice the incentive provider's account (and possibly the advertisement provider's account) for delivery of the benefit (and the ad). In a restaurant using computerized guest checks the crediting process could be at least partly automatic. Other examples of suitable merchants for the incentive program of the invention are a bowling alley or a supermarket cashier station. Any physical business where a customer is associated with an identifiable part of a merchant's facility for an extended period may effectively use the incentive program of the invention.

Detail Description Paragraph - DETX (17):

[0042] A further example is in an airliner on which a passenger's personal video screen acts as a customer terminal to show ad banners. A passenger's viewing terminal or screen location may be known in conjunction with a specified seat location on an aircraft. Viewing participating ads may enable discounts or upgrades on drinks, headphones, or free premium items, such as

better peanuts. The passenger may receive benefits without providing (actively or passively) personal profile information to a database where it may be stored and correlated to other information. The viewing screen at the passenger's location may be linked to the Internet or to an onboard computer as part of an intranet whereby catalog items may be offered for sale; in this instance, the present invention may be used to provide discounts on catalog items if a passenger chooses to make a purchase. When a passenger responds to a participating ad a host computer on the airliner registers the response and signals that a benefit is due to be delivered to the passenger sitting in the seat correlated to the terminal on which the ad response was given. Depending on the nature of the benefit a premium item may be physically delivered to the passenger, a discount may be effected on a current transaction, or frequent flier miles may be entered into the passenger's frequent flier account.

Detail Description Paragraph - DETX (22):

[0047] Wireless devices used in conjunction with the present invention may comprise the user terminal and receive, store and display information about the benefit as a bar code on a viewing screen or a print out that could be scanned by a participating merchant to effect enjoyment of the benefit at a time discontinuous from the delivery of the benefit information. In this embodiment the bar code may comprise the digital identification that tracks the

advertising and activates the payment mechanisms. In effect, the bar code may act as a digital coupon.

Detail Description Paragraph - DETX (24):

[0049] The benefit program of the present invention may be also used for Internet merchants. If a customer logs on to a merchant's web site, he will be identifiable to the merchant. If the customer is an unknown visitor he could have an identifier or cookie sent to his web browser when he visits the merchant. The customer may ultimately be identified to the merchant if he makes a purchase. However, using the present invention, the benefit provider and advertiser do not need to know anything about the customer. Any participating ads that are viewed while at the merchant's site may be credited toward purchases from the host merchant. The credits may be stored in a customer's account at the web site or, alternatively may be stored in a cookie placed in the customer's browser by the merchant. If a potential customer leaves the merchant's site without buying anything to which credits may be applied, the credits may expire after a set time. Alternatively, the credits may accumulate at that merchant. However to achieve minimal identification of a customer, the credits and the cookie identity may expire when a user has left the site or shortly thereafter. A further benefit of short-term expiry is to encourage the user to stay or to quickly return to the host merchant's site and actually make a discounted purchase. As discussed

above the ads that are viewed to earn credits at the host merchant need not be related to the host's business.

Detail Description Paragraph - DETX (27):

[0052] In the case of an on-line merchant the identification of the customer for giving the credit should be designed so that the benefit provider remains blind to the customer's identity. This is in accordance with a feature of the present invention wherein the user incurs no cost of being further identified when using the benefit program. A possible design is for the computer supporting the host merchant's web site to be able to identify ads on the site that are participating in the benefit program. The presence of an identifier in the form of an active response area signified by an icon as described above is one way to know an ad is in the program. A response to an ad in conjunction with the icon tells the merchant's computer to credit the customer's account if a purchase is made. The customer's account is known to the host web site by means of a cookie that has been previously installed in the customer's browser or by means of a log-in process whereby the customer has identified himself. The host merchant may then request reimbursement from the benefit provider; the reimbursement request may include identification of the ad that caused the crediting; this information may be used so that the benefit provider may accurately bill the advertiser. If an ad receives a response without a

relationship to the icon or the benefit program, the crediting and debiting may be done in a different way, wherein the advertisement provider debits the advertiser and credits the merchant.

Claims Text - CLTX (9):

9. The benefit program of claim 8 wherein the host merchant operates by means of a web site and the selected activity includes responding to at least one of: advertisements displayed on pages of the web site, and emails sent to the customer on behalf of the host merchant.